

# BTEC HND Hospitality Management

## Managing the Customer Experience (D/616/1789) – Term 1/ Year 1

This module provides students with a systematic knowledge and understanding of how hospitality businesses manage the customer experience from the initial needs analysis through to after sales follow-up. During the unit, students will be able to map the journey that a customer makes through a hospitality business, identifying crucial touch points and recognising how these touch points can be managed to optimise the customer's experience. Students will consider how technology is changing the way customers interact with hospitality businesses and how digital initiatives should complement existing customer journeys whilst recognising that online and offline consumers are distinctly different. Students can then use this knowledge to provide customer service both within business and services and on-line contexts to meet required standards.

The aims of this module are to provide students with an opportunity to:

- Explain the needs and expectations of market segments for the service industry
- Explore the customer experience map to create business opportunities and optimise customer touch points
- Investigate the impacts of digital technology in customer relationship management
- Apply effective customer experience management within a service sector business to maximise customer engagement.

## Managing Food and Beverage Operations (H/616/1793) – Term 1/ Year 1

This module provides students with background and operational knowledge of the food and beverage industry. Students will examine the different kind of businesses found within the hospitality sector and the standards associated with them. Students will be expected to learn the operational skills required to work within the food and beverage sector and gain an appreciation for the equipment and technology used in operations. Students will learn how they can gain commercial advantage both operationally and from a marketing perspective. Finally, students will also learn about which factors effect customer's decision to purchase. Students will be able to use this knowledge as a foundation to develop a career in food and beverage management.

The aims of this module are to provide students with an opportunity to:

- Explore the food and beverage industry including different styles of food and beverage service outlets, rating systems and current industry trends
- Demonstrate professional food and beverage service standards in a real working environment
- Compare the ways that different food and beverage operations use technology to improve operational efficiency
- Analyse customer motivations and behaviour and how food service outlets use this information to maximise business success.

## **Hospitality Marketing Essentials (T/616/1801) – Term 1/ Year 1**

This unit is designed to introduce students to the principles of marketing, enabling them to develop a basic marketing plan and to employ elements of the marketing mix to achieve results. While they will learn the underpinning theories and frameworks, they will also be able to relate these to real-world examples, including products/services that they encounter in their own daily lives. Hospitality organisations such as Hilton, Accor, McDonalds, Costa Coffee and small local businesses all have at least one thing in common: they all use marketing to influence us to engage with their products and/or services. Whether it is becoming a loyal customer buying a product and service or donating to a charity, organisations use a range of marketing techniques and tools to inform and influence us. The knowledge, understanding and skill sets that student will gain on successfully completing this unit will enhance their career opportunities; whether setting up their own business or being employed by an organisation.

The aims of this module are to provide students with an opportunity to:

- Explain the role of marketing and how it interrelates with other functional units in a hospitality organisation
- Compare ways in which hospitality organisations use elements of the marketing mix (7Ps) to achieve overall business objectives
- Develop a basic marketing plan to meet marketing objectives for a hospitality organisation.

## **Managing Accommodation Services(K/616/1794) – Term 2/ Year 1**

The accommodation sector is one of the largest sectors in the tourist industry, providing a wealth of opportunities for students to work within a dynamic and diverse sector. Opportunities are growing for accelerated career advancement, and positions in differing destinations and different types of establishments are expanding. The sector is an integral part of the hospitality industry and this unit will provide students with a comprehensive understanding of the diverse accommodation services available to guests. Students will gain an overview of accommodation services, the different forms of ownership and classification systems. The functions of the front office will be introduced and they will explore the role the front office plays within accommodation services. The importance of housekeeping management will also be assessed along with the facilities and security functions of accommodation services. Students will be able to identify trends and technologies for the sector and the impact they have on the different functions, services and guest provisions.

The aims of this module are to provide students with an opportunity to:

- Explain the types of accommodation services available within the hospitality industry
- Discuss the role of the Front Office department within accommodation services
- Assess the contribution of the housekeeping department to providing effective accommodation services
- Explore the role facilities and security plays within accommodation services.

### **The Hospitality Business Toolkit (Y/616/1791) – Term 2/ Year 1**

This unit is designed to provide students with key skills for becoming competent managers in a hospitality environment. Allowing them to understand key principles with regard to key performance indicators both financial and non-financial. This unit gives students the opportunity to develop their business acumen, covering a number of different business activities applied within the hospitality industry context. These include forecasting and budgeting, interpreting financial statements, recruitment and retention of staff, effective communication and dealing with legislation and regulation.

The aims of this module are to provide students with an opportunity to:

- Investigate how to manage finance and record transactions to minimise costs responsibly within the hospitality sector
- Assess how to manage the Human Resources (HR) life cycle within the context of HR strategy
- Illustrate the potential impact of the legal and ethical considerations on a hospitality business
- Explain the importance of coordinating and integrating various functions of departments within the hospitality sector.

### **The Contemporary Hospitality Industry (Y/616/1788) – Term 3/ Year 1**

This unit provides students with knowledge and understanding of the hospitality industry. Gaining insight into how hospitality organisations function within the wider business environment. Students will examine the purpose of different hospitality organisations, exploring the size, scale and scope of the hospitality industry. Students will explore the skills requirements and the challenges that hospitality organisations have with recruiting sufficiently skilled staff to support business growth. Students will consider the external factors that impact the hospitality industry and will gain an understanding of what drives supply and demand for hospitality products and services. Students can then use the knowledge, understanding and skill sets gained in this unit to be able to identify, and take advantage of, potential trends and developments.

The aims of this module are to provide students with an opportunity to:

- Examine the current structure, scope and size of the hospitality industry
- Explore current and anticipated skills requirements in the hospitality industry
- Review the internal and external factors that impact the hospitality industry and how they relate to current issues facing the hospitality industry
- Analyse the current and potential trends and developments affecting the hospitality industry.
-

### **Leadership and Management for Service Industries (D/616/1792) – Term 3/ Year 1**

The ability to lead and manage effectively is highly sought after by service industry employers as they seek to produce and develop managers that can motivate, enthuse and build respect throughout their workforce. This unit enables students to gain understanding of leadership and management principles, and to review their potential for a career in management in the service sector. After exploring organisations' structures and cultures they will learn classical management theories and leadership styles and how these are applied to managing commercial organisations.

The aims of this module are to provide students with an opportunity to:

- Review classical management theories and leadership styles
- Explore the factors that influence different management styles and structures in a service industry context
- Assess current and future management and leadership skills for the service sector
- Demonstrate management and leadership skills in a service industry context.

### **Professional Identity and Practice (R/616/1790) – Term 3/ Year 1**

With employment opportunities and career progression becoming increasingly competitive, it is vital that new employees appreciate the value of the correct skills and competences expected by employers. This module guides students through the process of self-assessment of skills and competences, personal career planning and the application of different learning and development approaches within a work environment. The unit will also give students direction on how to prepare for job applications and interviews in a formalised manner, with the aim to improve career prospects. Students are expected to undertake a practical interview arranged and guided by the tutor or relevant employer.

The aims of this module are to provide students with an opportunity to:

- Explore the importance of on-going professional development and self-directed learning to enhance professional identity and career opportunities
- Assess own skills, competences and the different learning and development approaches
- Design a professional development plan, within a specific work context
- Demonstrate a range of service industry and transferable skills for a job application.

### **Food Service Management (H/616/1809) – Term 1/ Year 2**

This unit aims to provide students with an overview of the strategic management processes and practices found within different food service contexts. It will take students through the processes from sourcing products and suppliers to the various strategic tools and business options available to organisations, to address various challenges and issues within the business. Students will be expected to investigate real life scenarios in the food service industry and apply analytical skills and problem-solving techniques to address real world situations. Under

tutor supervision they will create recommendations and action plans for the business, using management tools and approaches. The unit attempts to give students an understanding of the broader strategic perspectives of a food service organisation whilst considering some of the operational challenges to consider when managing strategy.

The aims of this module are to provide students with an opportunity to:

- Investigate the sourcing and procurement processes within a food service organisation;
- Evaluate operations management strategies within a given food service context;
- Explore the importance of ethical management for overall business success;
- Produce an improvement plan for a given organisational challenge within a food service organisation.

### **Hospitality Consumer Behaviour and Insight (F/616/1803) – Term 1/ Year 2**

This unit is designed to enhance students' knowledge and understanding of the consumer's decision-making processes, from needs recognition through research, the evaluation of alternatives, purchase and post-purchase evaluation. While students will learn the underpinning theories and frameworks, they will also be expected to relate these to real-world examples, including their own personal experiences. An important part of marketing is understanding the processes behind how a consumer makes the decision to purchase a product and/or service. The knowledge, understanding and skill sets that student will gain on successfully completing this unit will enhance their career opportunities; whether setting up in business independently or being employed by a hospitality organisation.

The aims of this module are to provide students with an opportunity to:

- Examine the factors that influence hospitality consumer behaviour and attitudes;
- Demonstrate the ability to map a path to purchase in a hospitality context, including the decision-making process;
- Evaluate appropriate forms of research to understand influences on the hospitality consumer decision-making process;
- Evaluate how marketers influence the different stages of the hospitality consumer decision-making process.

### **Global Events (T/616/1815) – Term 1 /Year 2**

In this unit students will examine the dynamic and diverse nature of the events industry, the impact of events on the environment in which they operate and the factors influencing the industry's development. They will also appraise the likely future demand and development of events worldwide. Throughout the unit, a range of international events will be studied using case studies of major events to enhance the teaching and learning experience and to develop students' understanding of the contexts in which global events are conceived and managed in key regions of the world.

The aims of this module are to provide students with an opportunity to:

- Explore the diversity of the global events industry and the factors that have influenced its development;
- Evaluate the value, legacy and the impact of events on the environment in which they operate and appraise the management strategies used to support responsible event development;
- Assess the impacts the macro environment has on the global events industry and their influence on decision-making and organisational behaviour;
- Evaluate the criteria essential for the successful planning of specific events.

### **Menu Development, Planning and Design (L/616/1805) – Term 2/ Year 2**

The menu in any hospitality business is not only the prime method of communicating to customers what it is they have to sell, but it is also the key document for directing and controlling the business. The menu provides a road map for what ingredients need to be purchased, the price a business can pay for those ingredients, and the staff, equipment and procedures required to produce the dishes.

The aims of this module are to provide students with an opportunity to:

- Investigate how menus are planned and designed to meet customer and business requirements;
- Determine how to cost and price menus;
- Develop and evaluate menus to meet customer and business requirements.

### **Research Project (A/616/1802) – Term 2 & Term 3/ Year 2**

This unit is assessed by a Pearson-set assignment. Students will choose their own project based on a theme provided by Pearson (this will change annually). The project must be related to their specialist pathway of study (unless the student is studying the general business pathway). This will enable students to explore and examine a relevant and current topical aspect of hospitality in the context of the hospitality environment and their chosen specialist pathway.

On successful completion of this unit students will have the confidence to engage in problem-solving and research activities which are part of the function of a manager. Students will have the fundamental knowledge and skills to enable them to investigate workplace issues and problems, determine appropriate solutions and present evidence to various stakeholders in an acceptable and understandable format.

The aims of this module are to provide students with an opportunity to:

- Examine appropriate research methodologies and approaches as part of the research process;
- Conduct and analyse research relevant to a hospitality research project;
- Communicate the outcomes of a hospitality research project to identified stakeholders;
- Reflect on the application of research methodologies and concepts.

## **Integrated Hospitality Marketing Communications (J/616/1818) – Term 3/ Year 2**

This unit is designed to develop students' knowledge and understanding of marketing communications and the techniques used within the hospitality industry. While they will learn the underpinning theories and frameworks, they will also be able to relate these to real-world examples, including promotions that they are likely to encounter in their daily lives.

A hospitality organisation may create and develop a revolutionary new product or service. However, they need to use the most appropriate methods of promoting it to their target audience – this is the role of marketing communications. We encounter hundreds of promotions every waking day of our lives and the challenge for marketers is to be able to cut through the multitude of communications to deliver and reinforce the association with the brand.

The aims of this module are to provide students with an opportunity to:

- Evaluate different marketing channels and how they serve communication objectives for various hospitality organisations;
- Devise communication objectives and justify appropriate channel selection and integration;
- Design and produce content appropriate to the channel and communication objectives;
- Demonstrate the ability to critically evaluate a hospitality case study involving communication strategy, channel choice and creative content.

## **Hospitality Business Strategy – Term 3/ Year 2**

The aim of this unit is to develop students' awareness of the different kinds of strategy which could be used in an operational, tactical or strategic role for a hospitality organisation. This will be underpinned by a thorough knowledge and understanding of the theories, models and concepts which could significantly support an organisation's strategic choice and direction. On successful completion of this unit students will have developed sufficient knowledge and understanding of strategy to make a positive, efficient and effective contribution to the development of business plans and operational direction. This could be in the role of a junior manager responsible for having a specific input into an organisation's decision-making and planning.

The aims of this module are to provide students with an opportunity to:

- Analyse the impact and influence which the macro environment has on a hospitality organisation and its business strategies;
- Assess a hospitality organisation's internal environment and capabilities;
- Evaluate and apply the outcomes of an analysis using Porter's Five Forces model to a given market sector;
- Apply models, theories and concepts to assist with the understanding and interpretation of strategic directions available to a hospitality organisation.